

# Ideas for Communicating the Policy

Communicating the policy is an essential component to implementation. Communicating the policy gives you the opportunity to explain how the policy will affect teachers, students, administrators, community members, etc. Use communication opportunities to mention the support that already exists and the importance of continued support. **Awareness of the policy will promote a higher level of compliance.**

Here are some ideas for communicating the new policy to students, staff, parents and the community:

## Students

- Tobacco-free signs at all entrances, on school grounds, parking lots and playing fields
- Handbooks and orientation guides
- Announcements over the PA system during school, at dances, and athletic events
- Student-designed posters and banners
- School assembly -- use youth groups in planning and implementation
- School newspaper articles or on school web site
- Youth group classroom presentations -- announce and explain in homeroom classrooms
- Youth group presentations at school events

## Staff

- Copy of the policy to each employee
- Articles in staff newsletter
- Information and signs placed in teachers' lounge
- Presentation in staff meeting
- Email

## Parents

- Letter explaining the policy and the reasons for it
- Youth group presentations to parent organizations
- Signs where parents are likely to gather—auditorium, playing fields
- Mailing
- Special assembly on weeknight or back-to school night
- Contract that must be signed by parents and students and returned to the school

## Community

- Announcement and articles in local paper
- Letters to editor from appropriate school personnel
- Announcements and reminders at school events (athletic events, plays, concerts)
- Letters to nearby businesses and homes
- Marquee